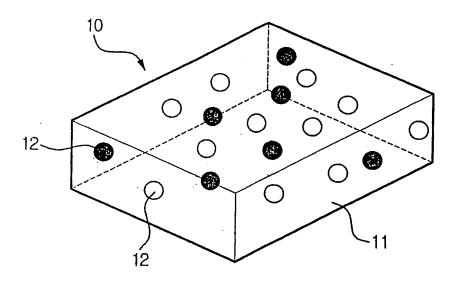
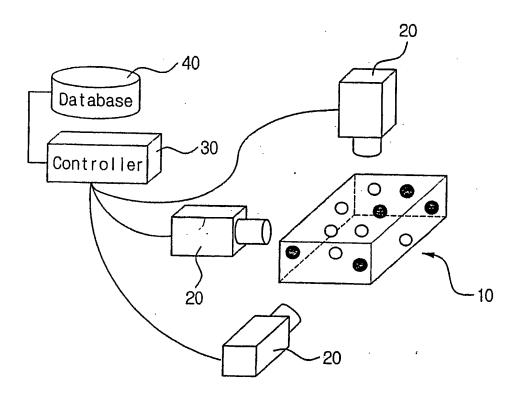
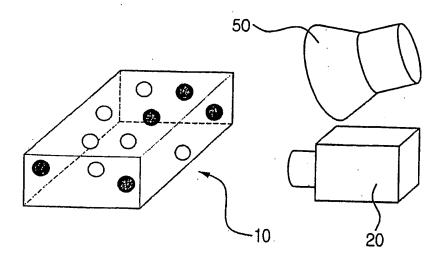
[FIG. 1]



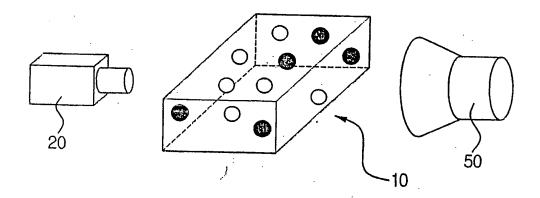
[FIG. 2]



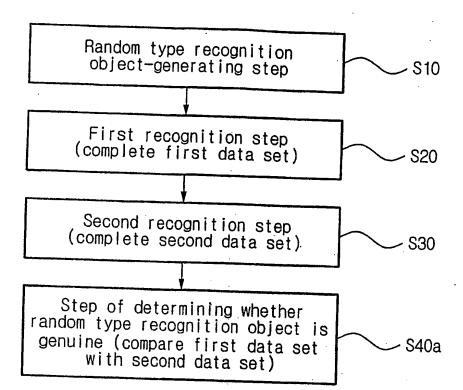
[FIG. 3]



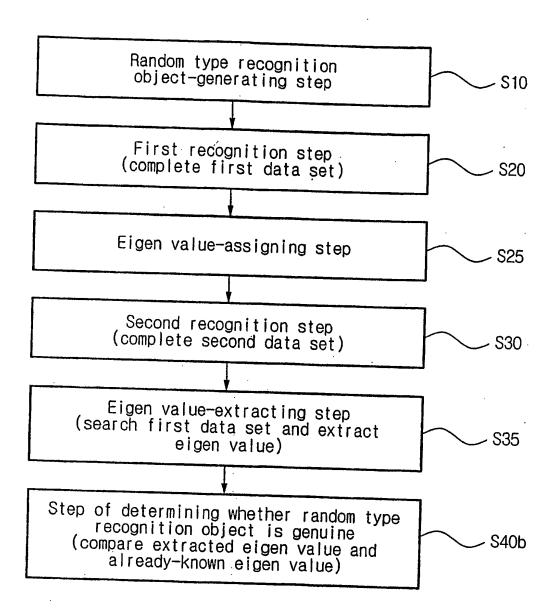
[FIG. 4]



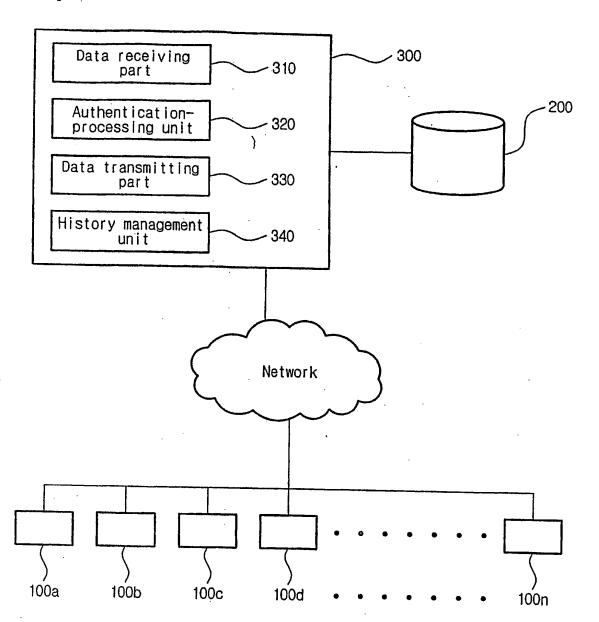
[FIG. 5]



[FIG. 6]



[FIG. 7]



[FIG. 8]

Step of generating a recognition object distributed together with the product so that the recognition object has a characteristic value

Step of allowing a seller to assign information on the product to the recognition object, store the characteristic value held by the recognition object and the information on the product assigned to the recognition object and then input those information to the authentication system

Step of allowing the purchaser to recognize the characteristic value from the recognition object distributed together with the product using the recognition apparatus in order to determine whether a purchased product is genuine

Step of allowing the purchaser to transmit data of the recognition object recognized by the recognition apparatus to the authentication system through the network in order to make requests for determining whether the product is genuine

Step of allowing the authentication system to compare the data of the recognition object received through the network with the stored data to search information on the product coincident with the data of the recognition object and then transmit the information on the product